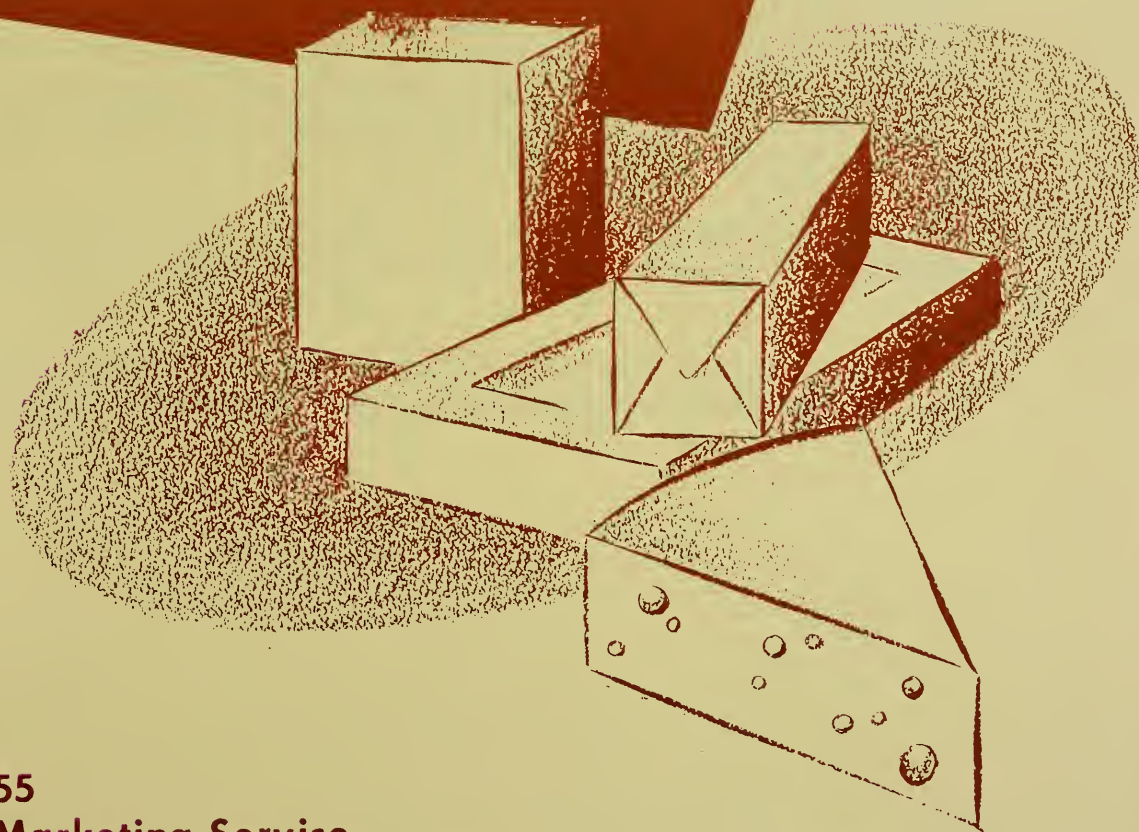
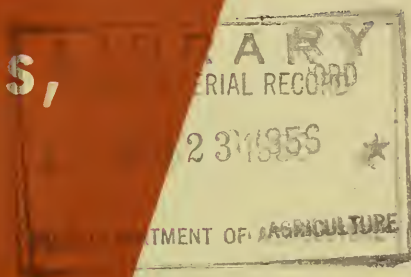


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, September 1955



HPD-1.5

November 1955
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, SEPTEMBER 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

United States householders reported that during September 1955 they bought almost 5 percent more butter than in September 1954. Householders also reported larger purchases of natural cheese products and cottage cheese during September 1955 than a year earlier, but much smaller total purchases of processed cheese products. Purchases of nonfat dry milk solids for home use were up over 20 percent this September compared with September a year ago. Purchases of margarine were over 4 percent more than in September 1954.

Total purchases of butter for household use during the 4-week period of September 1955 were reported at just over 63 million pounds--a gain of almost 3 million pounds over purchases in September 1954. The percentage of all families buying butter--46 percent--in September 1955 was about 3 percentage points above a year earlier. The reported average size of purchase of butter per buying family this September was unchanged from a year earlier; however, those families buying butter this year indicated a drop in their frequency of purchase (table 1).

Butter purchases by householders during the 6-month period April-September 1955 were about 6 percent greater than in the corresponding period a year earlier. Consumers in this survey reported paying fractionally higher prices for butter in the April-September 1955 period than a year earlier.

Purchases of butter for household use increased over 4 million pounds from August to September this year, a somewhat greater increase than that reported for the same months in 1953 and 1954.

Margarine purchases for household use during September 1955 were estimated at over 91 million pounds, about 4 million pounds larger than in September 1954. About 58 percent of all families reported purchases of margarine during September 1955, unchanged from a year earlier. Families buying margarine continued to report larger average purchases than in comparable months of 1954. However, as was the case for butter, those families buying margarine reported less frequent purchases than a year earlier (table 2).

Data for April 1953-March 1954 and April 1954-March 1955 indicated that household use of margarine was about 90 percent of total domestic disappearance of margarine in all channels--household and nonhousehold. Comparable

data for butter showed that household use of butter was over 60 percent of total domestic civilian disappearance of creamery butter in household and nonhousehold channels. Preliminary data for total disappearance of margarine and creamery butter in domestic civilian channels during April-September 1955 indicate that the disappearance of butter in household channels relative to the total disappearance was about the same as in the two preceding dairy marketing years while home use of margarine relative to total use was somewhat higher.

For the period April-September 1955, household purchases of margarine were estimated about 8 percent larger than in the corresponding period of 1954. Consumers reported paying prices for margarine about 6 percent lower in the 6 months ending September 30, 1955, than in the comparable period a year earlier.

Margarine purchases for household use in September 1955 were almost 5 million pounds higher than in August. This was about the same increase as that reported from August to September 1954, but a larger increase than from August to September 1953.

Almost 18 percent of all families reported buying both butter and margarine in September 1955, while 14 percent bought neither of these products. These percentages indicated a falling off in the number of families buying neither but no change in the percentage of families buying both butter and margarine, compared with a year earlier.

Householders bought a total of 47.6 million pounds of natural and processed cheese (purchased weight basis) in September 1955 compared with 50.0 million pounds a year ago. The total for September of this year included a gain of 1.5 million pounds over a year earlier in natural cheese purchases but a drop of 3.8 million pounds in processed cheese purchases.

Natural cheese purchases by households during September 1955 were reported at 27.0 million pounds--about 6 percent more than a year earlier. Consumers reported larger purchases of all types of natural cheese products this September compared with September 1954. For April-September 1955, total natural cheese purchases were reported over 8 percent greater than in April-September 1954. Consumers reported little change in prices paid for the various types of natural cheese products this year compared with last (table 4).

Total processed cheese purchases--including processed cheese, cheese spreads, and cheese foods--for household use in September 1955 were reported at 20.7 million pounds, down about 16 percent from the level of September 1954. During April-September 1955, total processed cheese product purchases were 17 percent below the corresponding period a year earlier; this is a reflection of smaller purchases of processed cheese and cheese foods but larger purchases of cheese spreads (table 5).

Cottage cheese purchases, not included in the totals above, were reported at 32.4 million pounds in September 1955 compared with 31.7 million pounds in September 1954. The reported higher level of cottage cheese purchases in September reversed the trend of the previous 4 months in which purchases had been slightly below the previous year. For April-September 1955, cottage cheese purchases for household use were down about 1 percent from the corresponding period of 1954.

Purchases of cottage cheese for home use increased about 800,000 pounds from August to September this year, in contrast to a decline of 1.1 million pounds from August to September 1954. Prices advanced fractionally from the preceding month, and in September they were just above a year earlier. Householders continued to buy slightly more cottage cheese per purchase this year than in 1954 (table 6).

Household purchases of nonfat dry milk solids during September 1955 were reported at 12.2 million pounds--a gain of 2.3 million pounds over a year earlier. For the 6 months April-September 1955, purchases of nonfat dry milk solids were about 25 percent greater than in the corresponding period of 1954.

Consumers reported paying 38.7 cents per pound for nonfat dry milk solids in September 1955, compared with 36.7 cents per pound in September 1954. Prices paid for nonfat dry milk solids this September were somewhat lower than a month earlier. A year ago, however, prices advanced from August to September. The average size of purchase by those families buying nonfat dry milk solids was smaller in April-September this year, at 20.8 ounces, than in the corresponding period a year ago (table 7).

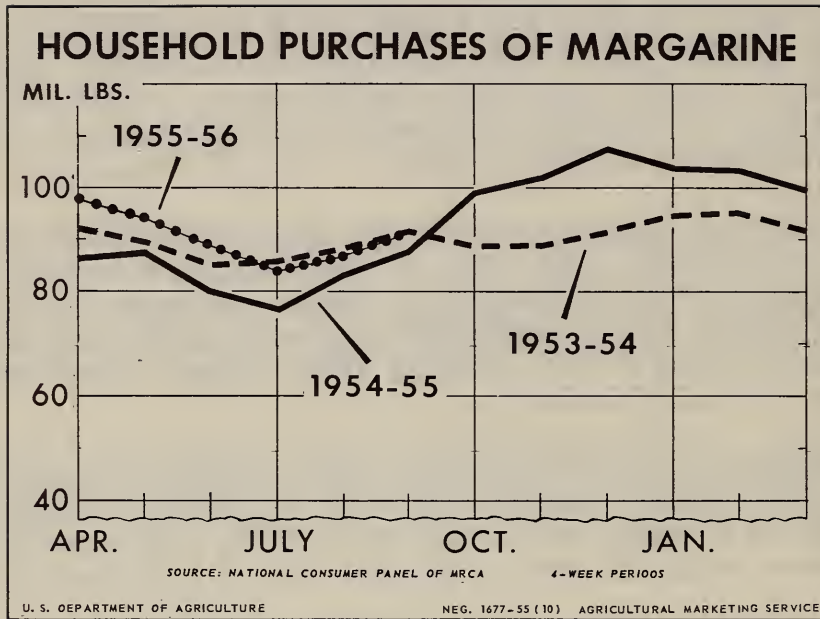


Figure 1

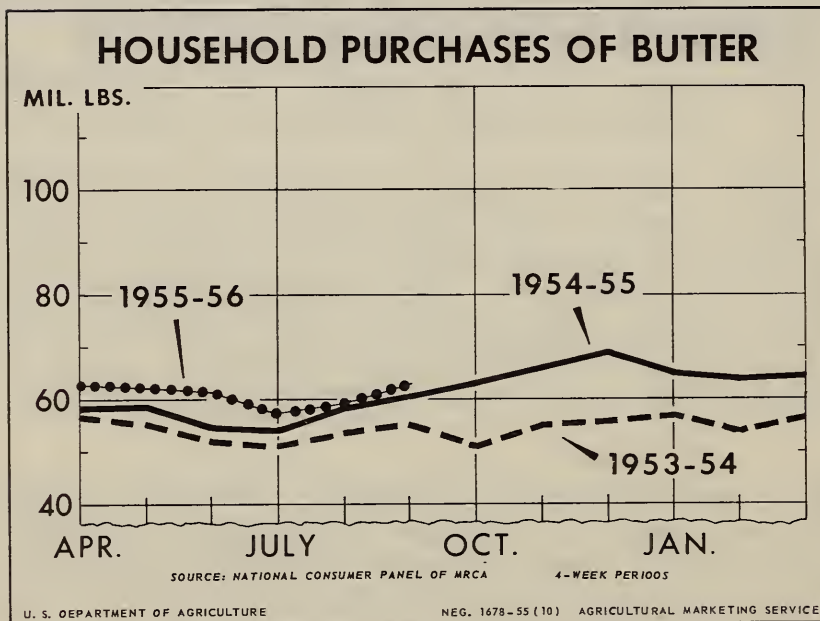


Figure 2

Table 1.--Butter: Household purchases and average price per pound
U. S., 4-week periods

Period	Quantity purchased						Average price paid per pound		
	Total			Per 1,000 population					
	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Cents	Cents	Cents
April-----	62.7	58.0	56.2	388	367	369	67.2	66.6	75.4
May-----	62.2	58.5	54.7	385	371	359	66.7	66.0	75.0
June-----	61.3	54.5	51.9	380	345	340	66.5	65.7	74.5
July-----	57.0	54.2	50.9	356	341	332	66.7	65.8	74.5
August-----	58.7	57.9	53.3	366	364	348	66.7	66.0	74.7
September-----	63.1	60.4	55.1	394	379	360	67.4	66.4	74.9
October-----		63.2	51.0		394	331		68.1	75.3
November-----		65.7	54.4		410	353		68.2	76.6
December-----		69.2	55.5		432	361		68.6	76.0
January-----		65.3	56.6		407	367		68.2	75.6
February-----		63.8	53.4		398	346		67.7	75.2
March-----		64.0	56.3		399	365		67.6	72.2
	Percentage of all families buying			Per buying family					
				Purchases			Quantity per purchase		
	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Number	Number	Number	Pounds	Pounds	Pounds
April-----	45.1	44.0	44.7	2.64	2.74	2.71	1.09	1.09	1.06
May-----	45.2	42.8	43.5	2.60	2.80	2.75	1.10	1.10	1.04
June-----	44.6	41.4	42.7	2.60	2.72	2.64	1.09	1.09	1.04
July-----	44.0	42.2	43.3	2.45	2.65	2.58	1.09	1.09	1.04
August-----	45.1	43.3	44.2	2.50	2.81	2.67	1.08	1.08	1.03
September-----	46.1	43.1	45.9	2.58	2.86	2.69	1.09	1.09	1.03
October-----		45.4	43.7		2.84	2.59		1.09	1.02
November-----		46.2	44.8		2.88	2.65		1.09	1.04
December-----		48.5	44.4		2.66	2.68		1.11	1.05
January-----		45.5	42.8		2.73	2.90		1.09	1.04
February-----		45.6	42.2		2.65	2.73		1.10	1.04
March-----		45.4	44.1		2.67	2.75		1.09	1.04

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, September 1955

[illegible]

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320
May-----	16,150	15,310	3,460	2,950	3,790	3,460	3,170	3,590
June-----	16,120	13,910	4,070	3,580	3,250	2,880	3,420	2,860
July-----	14,860	14,160	3,450	3,120	2,990	2,500	2,540	2,950
August-----	15,700	15,010	3,450	2,940	2,830	2,310	2,990	2,940
September-----	16,860	16,140	3,630	3,520	3,120	2,790	3,340	2,950
October-----		17,280		3,640		3,370		3,520
November-----		16,950		3,100		3,670		3,560
December-----		16,800		3,290		4,090		4,070
January-----		17,270		3,670		4,210		3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
Average price paid								
	Per pound						Per 3 oz.	
	American		Swiss		Other		Cream	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April-----	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----	63.8	63.0	73.1	76.8	75.8	77.4	14.2	14.3
June-----	63.2	62.3	72.9	75.4	78.7	74.4	14.2	14.3
July-----	63.9	63.0	75.9	75.0	78.2	74.0	14.2	14.4
August-----	63.9	62.9	73.8	75.1	76.4	76.1	14.1	14.4
September-----	63.2	62.0	72.7	74.2	79.6	77.2	14.1	14.2
October-----		62.0		72.7		77.4		13.7
November-----		62.8		74.9		74.7		13.5
December-----		63.0		75.1		81.9		13.9
January-----		63.3		72.0		75.8		13.7
February-----		62.8		72.5		78.8		14.2
March-----		63.4		72.1		75.4		14.0

Table 5.--Processed cheese: Household purchases and average price,
U. S., 4-week periods

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week period

Period	Purchases		Average price paid				Size of average purchases	
			Per 12 oz. unit for all purchases		Per actual 12 oz. unit purchases			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents	Ounces	Ounces
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	34,630	35,600	21.0	21.0	22.7	22.7	16.4	15.9
July-----	33,030	34,300	21.0	20.9	22.9	22.7	16.3	15.9
August-----	31,650	32,820	21.2	21.2	23.4	23.0	16.2	15.7
September-----	32,440	31,720	21.3	21.1	23.2	22.8	16.0	15.7
October-----		32,780		21.3		23.0		15.5
November-----		32,940		21.4		23.1		15.9
December-----		30,110		21.2		23.1		16.0
January-----		34,990		21.2		23.2		16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat dry milk solids: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid					
	Average per purchase		Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000 pounds	1,000 pounds	Pounds	Pounds	Cents	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----	19.9	21.1	13,180	10,880	81.6	68.9	39.5	37.8	35.4	36.1
June-----	20.4	22.6	12,420	9,560	76.9	60.5	39.9	37.3	35.8	35.4
July-----	20.5	23.5	12,140	9,560	75.8	60.1	39.7	36.4	35.8	34.8
August-----	20.0	22.6	11,720	9,410	73.1	59.1	39.6	35.5	35.9	33.7
September-----	20.8	22.0	12,230	9,910	76.3	62.3	38.7	36.7	34.9	34.1
October-----		20.6		10,860		67.7		38.3		35.0
November-----		20.3		10,660		65.5		38.5		35.9
December-----		19.9		10,110		63.1		39.7		35.6
January-----		18.9		12,360		77.1		40.5		36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

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